

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

Claim 1 (currently amended) A printhead assembly comprising:  
an ink supply coupled to the printhead assembly for providing ink;  
a nozzle member coupled to the ink supply and having plural nozzles,  
wherein a predefined number of nozzles are intentionally offset; and  
a controller that receives print data and controls ejection of ink drops  
from the plural nozzles to maintain accuracy and precision of ink droplet placement  
by simultaneously limiting the number of nozzles firing and that fire at a given time  
while simultaneously decreasing a data rate of firing of each nozzle at the given time.

Claim 2 (original) The printhead assembly of claim 1, wherein data rates,  
memory, power and ink supply are decreased.

Claim 3 (original) The printhead assembly of claim 1, further comprising a  
heater array with heater elements for heating the ink, wherein the controller selects  
elements in the heater array to be fired.

Claim 4 (original) The printhead assembly of claim 3, wherein the controller  
decreases the data rate to the heater element array so that the firing rate by the  
nozzle member is decreased.

Claim 5 (original) The printhead assembly of claim 4, wherein the printhead  
assembly requires less power and less ink when the data firing rate decreases.

Claim 6 (original) The printhead assembly of claim 1, wherein the controller  
determines a firing order of the nozzles in at least one of a single or multiple swath.

Claim 7 (currently amended) The printhead assembly of claim 1, wherein a  
~~location of a dot produced by the nozzle member is changed in a column by changing a~~

sequence in which the nozzles are fired a portion of the nozzles of the nozzle member are aligned horizontally with dot column correction.

Claim 8 (currently amended) The printhead assembly of claim 1, wherein a predefined number of nozzles are offset ~~so that horizontal print data is encoded in a vertical axis, wherein a resolution of a print swath is maintained in a horizontal axis and the data rate required to produce a printed output is decreased by a factor of 2 to allow~~ reduction of the data rate, amount of ink drops and firing frequency in a single print swath.

Claim 9 (original) The printhead assembly of claim 1, the controller determines a firing order of the nozzles to produce an ordered pattern that reduces banding on a print media.

Claim 10-14 (canceled)

Claim 15 (currently amended) A method for producing accurate ink drop placement produced by a printhead having plural nozzles, the method comprising:  
providing a supply of ink to the printhead;  
intentionally offsetting a predefined number of the nozzles;  
controlling ejection of the ink from the plural nozzles to maintain accuracy and precision of ink droplet placement; and  
simultaneously limiting the number of nozzles firing and that fire at a given time while simultaneously and selectively decreasing a data rate of firing of each nozzle at the given time.

Claim 16 (original) The method of claim 15, further comprising heating the ink with a heater array having heater elements and selecting elements in the heater array to be fired.

Claim 17 (original) The method of claim 16, further comprising decreasing the data rate to the heater element array so that the data rate of firing by the nozzle member is decreased.

Claim 18 (currently amended) The method of claim 44 15, further comprising changing a sequence in which the nozzles are fired so that a location of a dot produced by the nozzles is changed in a column horizontally aligning the nozzles of the nozzle member with dot column correction.

Claim 19 (currently amended) The method of claim 44 15, further comprising offsetting a predefined number of nozzles so that horizontal print data is encoded in a vertical axis, wherein a resolution of a print swath is maintained in a horizontal axis and the data rate required to produce a printed output is decreased by a factor of 2 to allow reduction of the data rate, amount of ink drops and firing frequency in a single print swath.

Claim 20 (currently amended) The method of claim 44 15, further comprising determining a firing order of the nozzles to produce an ordered pattern that reduces banding on a printed output produced by the printhead.